

BUS 138 - Market Research Fall 2009
Dr. Steven Silver

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Office Hrs: TR 3:20-4:20; 8:45-10:45 PM and by appointment

TEXTS:

Marketing Research Fourth Edition, Hair, J., Bush, R. and Ortinau, McGraw-Hill-Irwin, 2009
Source Readings for an Introduction to Marketing Research, S. Silver (available as a packet from Maple Press, 481 E. San Carlos St.)

COURSE DESCRIPTION:

Research procedures including design, methods of collecting data, sampling methods, and applications of marketing research in the measurement of consumer preferences, data analysis and reporting of results.

COURSE DESIGN

This section is a mixed mode course that emphasizes self-generated learning through cooperative project and a set of online written module exercises. We will meet for a lab in which we will do the course project and play a competitive computer-based game. In place of the lectures, there will be nine modules in which there are writing assignments. These must be turned in on the due dates and will be graded.

LEARNING OBJECTIVES:

1. Introduce student to the basic issues and need for marketing research:
Information to make better business decisions
2. Develop an understanding of various methods of data collection and their appropriateness
3. Acquaint the student with the concept of measurement
4. Acquaint the student with sampling and methods and issues
5. Introduce the student to statistical techniques used in hypothesis testing and analysis
6. Provide practice at “putting it all together” –analyzing data, drawing conclusions, and presenting useful information to marketing decision makers

CLASS CONDUCT:

This course emphasizes group work in a market research exercise. Approximately 50% of class time will be devoted to developing and reporting research exercises, including the questionnaire and the course game. Lecture/Discussion of course content will be planned for approximately 35% of class time. Exams and other projects will account for the remaining 15 % of our meeting time. This is a web supported course (Blackboard). Grades and weekly information will be posted in Blackboard.

EXAMINATIONS:

Three exams are scheduled. The first two exams will consist of about 70 objective (multiple choice) questions. The third exam will consists of approximately 80 questions.

You can work with exemplary exam type questions and read the textbook authors suggestions for preparing for exams by visiting www.mhhe.com/hair06

GROUP PROJECT:

Group work is essential to this course. Class members complete a group project that includes hypothesis writing, data collection, hypothesis and reporting.

MODULES:

In the mixed-mode course, there will be a series of nine modules with written assignments and due dates for these assignments.

PARTICIPATION

To make the coursework effective as a learning experience, class members expected to participate in the group project and class discussion. This will be graded.

MAKE-UP EXAMINATIONS:

Provision is not ordinarily made for make-up exams. In extraordinary and verifiable circumstances when students are unable to complete a scheduled exam, a make-up exam (frequently of essay form) will replace the class exam.

GRADING CRITERIA:

The intent of this course is for students to acquire conceptual foundations of marketing research and some experience at implementation in market contexts. Grades are therefore based on assessments of these competencies as calculated from the following weights of the course exams and exercises.

EXAM 1	20%
EXAM 2	20%
EXAM 3	25%
GROUP RESEARCH EXERCISE	20%
MARKSTRAT	10%
CLASS PARTICIPATION	05%

Credit for research exercise includes adequate participation in group work. Participation means that students attend class and do their share of group work. Exam results and relative grade standings of individual scores will be generally provided within the week following the exam. Class members are encouraged to record and track their exam performance.

QUESTIONNAIRE:

Groups will cooperate in collecting, entering, and analyzing data for a relevant questionnaire. We will be doing this over 12 weeks of the semester.

SCHEDULE:

August 27th

INTRODUCTION AND OVERVIEW OF COURSE OBJECTIVES

Organize Groups

September 3rd

MODULE 1: The Marketing Research Process

Reading

- Text: HBO Ch. 1,2, & 3
- Article: Churchill Reading

Group Project

- Read the document, “study project in market research” in supplementary folder
 - Review the questionnaire to be used by your group.
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September 10th

MODULE 2: Research Design, Data Sources, and Hypothesis Generation

Reading

- Text: HBO Ch 5,6,8 and 9

Group Project

- Read the document, “Generating Hypothesis” in supplementary folder
 - Write 4 Hypothesis for group project
 - Find 4 articles in databases that support each hypothesis
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September 17th

MODULE 3: Measurement(on exam 2)

Reading

- Text: HBO CH. 11,12 and 13
- Article: Alreck and Settle Reading; Rook reading

Group Project

- Distribute questionnaire
 - Turn in Hypothesis and supporting paragraphs
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September 24nd

EXAM I: HBO CH 1-3,5,6,8 and 9 Churchill, Alreck and Settle reading; Rook reading

October 1st

MODULE 4: Sampling

Reading

- Text: HBO CH. 10
- Article: Moberg reading

Group Project

- Read the document, “Data entry guidelines” in supplementary folder
 - Begin Data Entry
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October 8th

MODULE 5: Data Analysis I: Coding, Editing, and Organizing Data; Begin descriptive statistics

Reading

- Text: HBO CH. 14
- Article: Ray and Tabor reading; Burke reading and Yankelovich and Meer

Group Project

- Continue and complete data entry.
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October 15th

MODULE 6: Data Analysis II: Data Reduction, Hypothesis Testing

Reading

- Text: HBO CH. 15 and 16

Group Project

- Read the document: “Data Analysis” in supplementary folder
 - Do descriptive statistics and confidence intervals and turn-in a copy of results to instructor
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October 22th

- EXAM II: HBO CH. 10-13, Moberg reading; Ray and Tabor reading; Burke reading and Yankelovich and Meer
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October 29th

MODULE 7: Data Analysis III: Multivariate Methods

Reading

- Text: HBO CH. 17
- Article: Bernoff and Li, Dev, Morgan and Shoemaker Readings, Arora Reading and Pessimier Readings

Group Project

- Do factor analysis and begin hypothesis testing
- Turn-in copy of factor analysis to instructor

November 5rd

MODULE 8: Preparing and Presenting Market Research Report

Reading

- Text: HBO CH. 18

Group Project

- Finish hypothesis testing and turn-in copy of results to instructor
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November 12th-19th

MODULE 9: Completing and Presenting the Group Project Report

Review the documents: “Study project in market research” and “Data Analysis” for guidelines in preparing and presenting project report

Review the exemplary report

Prepare a draft of the group project report and outline for presentation; distribute complete draft of report and outline to group members and discuss.

November 26th

Thanksgiving Holidays

December 3rd

Present Project in Class (Can be a pre-recorded video)

Turn-in project report

December 8th

LAST DAY OF INSTRUCTION

Make up and Conferences

Dec 10th to 16th

Final exam week

EXAM III: HBO CH. 9 (re-read), 11 (re-read), Pessimier, Bernoff and Li, Dev, Morgan and Shoemaker, Arora ch 14-18;